Underwood News

APRIL · MAY · 1949

STEVENS INSTITUTE OF TECHNOLOGY AWARDS ENGINEERING DOCTORATE

to

PHILIP DAKIN WAGONER

Chairman of Our Board of Directors, in Impressive and Colorful Ceremony at 1949 Mid-Winter Commencement

Stevens' President, Dr. Harvey N. Davis (left) *reads citation honoring our Chairman Philip D. Wagoner* (center) *to Stevens' Chairman of the Board of Trustees, Robert Crooks Stanley* (back to camera).

AMID SCENES of colorful pageantry in the American academic tradition, Chairman Philip D. Wagoner, M. E., '96, who in 1945 was presented with the Stevens Honor Award Medallion for notable achievement in the field of industrial engineering management, was again highly honored by his Alma Mater, Stevens Institute of Technology at impressive Commencement Exercises of the college on Castle Point, Hoboken, New Jersey, Saturday, February 5th, 1949.

The honorary degree of Doctor of Engineering was conferred upon Mr. Wagoner by the Trustees of the Institute during an especially imposing ceremony which was held in the William Hall Walker Gymnasium on the Stevens campus overlooking the busy Hudson River.

In the words of President Harvey N. Davis, in his citation of Mr. Wagoner to the Stevens Board of Trustees, Chairman Wagoner was awarded this honorary doctorate as an individual representing "a distinguished example of the Stevens thesis that the highest executive positions in American industry can be best filled by engineers." Then, after pertinently outlining Mr. Wagoner's career of progressively successful management and outstand-

President Davis presents Diploma and congratulates Doctor Wagoner, after hood was placed on his shoulders.

Scene during Exercises

ing achievement, the citation which was read by President Davis to the Chairman of the Board of Trustees of the Institute, concluded with the words:

> *"I ask you, Sir, to reaffirm today, after fifty-three years, our appreciation of his ability by conferring on him yet another Stevens degree, that of Doctor of Engineering, Honoris Causa."*

Chairman Wagoner was thus again given outstanding and noteworthy recognition as a leader in the business world of today.

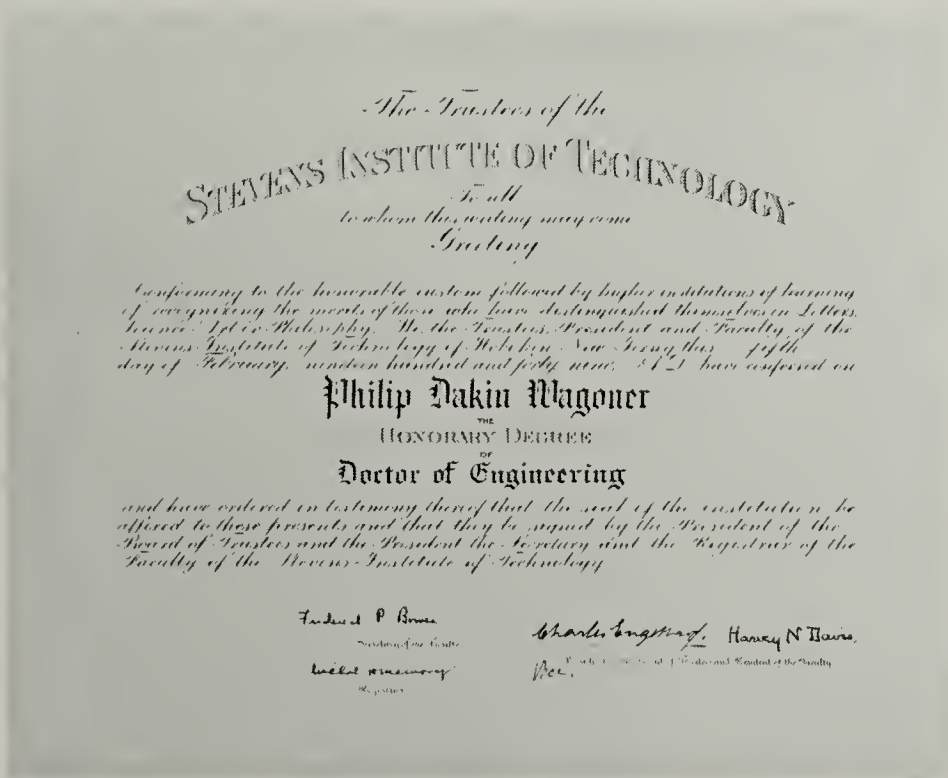
The robed academic procession entered the flower decorated gynasium which was filled with families and friends of graduates, guests and honored alumni, to the strains of the Alma Mater song played by the Stevens Dramatic Society Orchestra.

The ceremonies were opened by a stirring invocation given by the Reverend Albert W. Eastburn.

Ninety-three members of the senior class then received their degrees of Mechanical Engineer, and twenty-six members of the Graduate School were given Master of Science degrees. The awards were made by Dr. Robert Crooks Stanley, Chairman of the Stevens Board of Trustees and Chairman and President of the International Nickel Company.

The presentation of honorary doctorates followed, as Dr. Davis presented the candidates one by one to Chairman Stanley in a ceremony marked by beauty and splendor. All the participants were gowned, and the colorful and distinctive velvet caps and hoods worn by the Trustees and Faculty were further supplemented by the gowns, and caps with tassels, and the hoods which were

Diploma given Chairman Wagoner (below). Citation is at right.



The Trustees of the

STEVENS INSTITUTE OF TECHNOLOGY

To all to whom these writing may come

Greeting

Conforming to the honorable custom followed by higher institutions of learning of recognizing the merits of those who have distinguished themselves in Letters, Science, Art or Philosophy, We the Trustees, President and Faculty of the Stevens Institute of Technology of Hoboken, New Jersey, this fifth day of February, nineteen hundred and forty nine, A.D. have conferred on

Philip Dakin Wagoner

THE HONORARY DEGREE OF

Doctor of Engineering

and have ordered in testimony thereof that the seal of the institution be affixed to these presents and that they be signed by the President of the Board of Trustees and the President the Secretary and the Registrar of the Faculty of the Stevens Institute of Technology

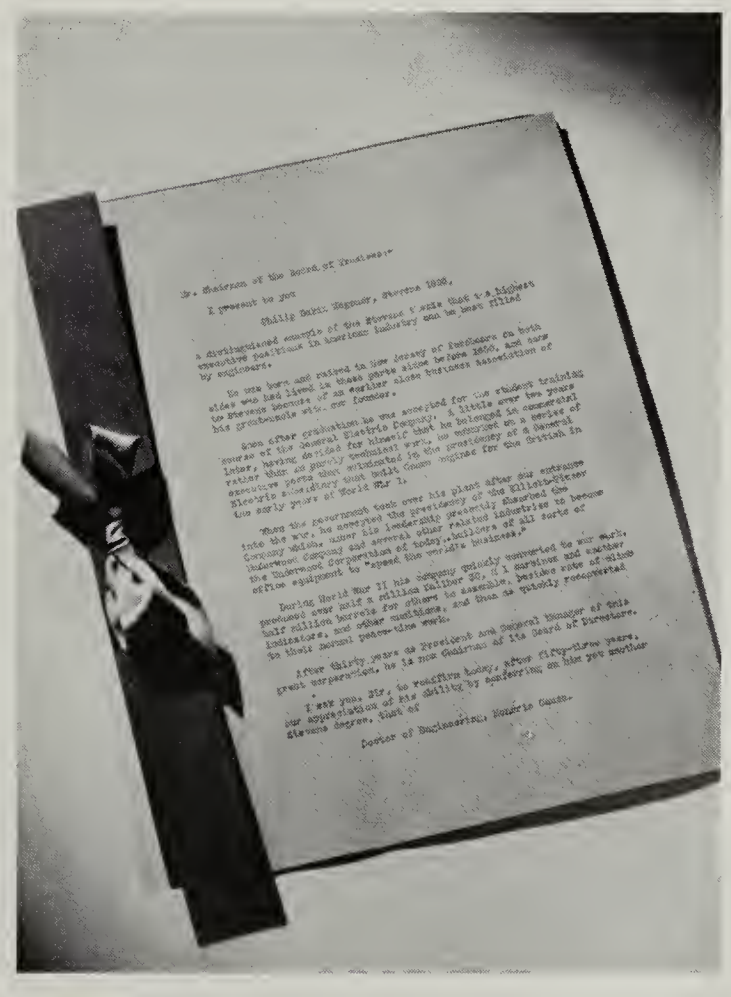
Frederick P. Bruce — President of the Board

Michael Hoboken — Secretary

Charles Longstreet — President of the Faculty

Harvey N. Davis — President

Rec.



Mr. Chairman of the Board of Trustees:

I present to you

Philip Dakin Wagoner, Stevens 1898,

a distinguished example of the Stevens Type who has by a highest executive positions in American industry and in most fitted by engineers.

He was born and raised in New Jersey of forebears on both sides who had lived in these parts since before 1650, and have to Stevens ancestors of no earlier alma mater than his grandsons with our founder.

Soon after graduation he was accepted for the student training course of the General Electric Company. A little over two years later, having decided for himself that he belonged in commercial rather than in purely technical work, he entered on a series of executive posts that established in the presidency of a General Electric subsidiary such Britishers for the British in the early years of World War I.

When the government took over his plant after our entrance into the war, he accepted the presidency of the Elliott-Fisher Company which, under his leadership presently shared the Underwood Corporation of today, building industries to become office equipment by "speed the versatile business."

During World War II his company proudly converted to our mail, produced over half a million Helldiver SC, if I survive and another half million barrels for others to assemble, perhaps one of which initiators, and other conditions, and than as quickly reconverted in their normal peace-time work.

After thirty years as President and General Manager of this great corporation, he is now Chairman of its Board of Directors.

I ask you, Sir, to reaffirm today, after fifty-three years, our appreciation of his ability by conferring on him yet another Stevens degree, that of

Doctor of Engineering, Honoris Causa.

placed on the shoulders of the recipients of honorary doctorates.

Mr. Wagoner's degree was symbolized by a cap with gold tassel, and an orange hood (the engineering color) lined with red and grey (the Stevens colors). President Davis then handed Mr. Wagoner his Diploma attesting to the degree of Doctor of Engineering, and the Citation scroll.

In addition to conferring the honor of Doctor of Engineering on Chairman Wagoner, similar doctorates were also conferred on Rear Admiral Wat Tyler Cluverius, USN retired, now President of Worcester Polytechnic Institute, Worcester, Mass.; Philip T. Dashiell, consultant on gas processes for United Engineers and Constructors, Inc. of Philadelphia, Pa., and John F. Metten, Chairman of the Board of the New York Shipbuilding Corporation, Camden, N. J.

An honorary degree of Doctor of Science was conferred upon Alexander L. Field of the American Rolling Mills Company, Baltimore, Md., the inventor of the "rustless process" for melting stainless steel.

Admiral Cluverius, who was the Commencement speaker, delivered an interesting and inspiring address to the graduating class and their guests.

The commencement ceremonies were followed by a reception given by President and Mrs. Davis at Jacobus Hall. Here Mr. Wagoner was joined by a group of personal friends and associates. Among his distinguished friends present were John M. Hancock, an Underwood Corporation Director, holder of the Navy Cross awarded during the First World War, and a prominent figure in the United States plan for control of atomic energy; also Harry L. Erlicher, a distinguished business executive and Vice President of the General Electric Company.

On the eve of the graduation exercises, the Trustees of Stevens Institute of Technology held a dinner at Hotel Astor, New York, to which Chairman Wagoner and the four other candidates for honorary degrees were invited. During the evening, each candidate gave an informal talk, during which Mr. Wagoner, referring to the honor which was being paid him, acknowledged the important part in his success played by his friends and associates in the Underwood Family.

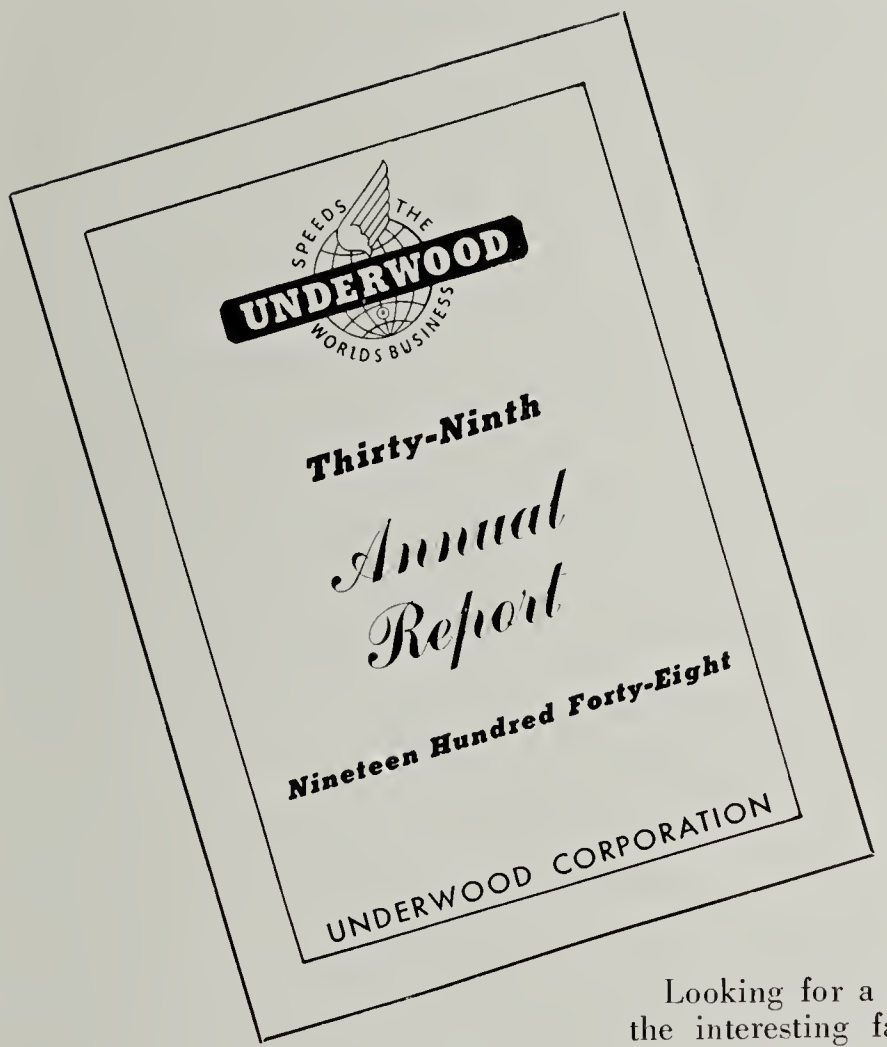
Speaking on curriculum, Chairman Wagoner summarized the many advantages of a college education and also said, "Every graduate should know how to use a slide rule, how to write shorthand, and how to write on a typewriter."

Mr. Wagoner, when he was graduated from Stevens as a Mechanical Engineer in 1896, prepared a typewritten thesis, then a very unusual and perhaps intuitive act, especially in that later he was to become the chief executive of our company which has developed under his direction into the largest typewriter and accounting machine manufacturer in the world.

It is with great pride we offer our congratulations to *Doctor* Philip Dakin Wagoner, our esteemed Chairman of the Board, friend and distinguished citizen. We all share with Dr. Wagoner the pride he must rightfully feel in receiving this high honor.

Above, *scene following presentation of Diplomas and Honorary Doctorates.* Left to right *on front row of platform are Rear Admiral Wat Tyler Cluverius, USN retired, Reverend Albert W. Eastburn, President H. N. Davis* (back to camera), *P. D. Wagoner, John Farrell Metten, Philip Thornton Dashiell, and Chairman of the Stevens' Board of Trustees Robert Crooks Stanley.*

Some of Chairman Wagoner's friends who attended the Commencement Exercises. Left to right *are L. E. Lentz, E. A. Trefzger, E. R. Baines, John M. Hancock, P. D. Wagoner, D. S. Sammis and J. M. Thompson, Jr.*



A Review of 1948

By

L. C. STOWELL, *President*

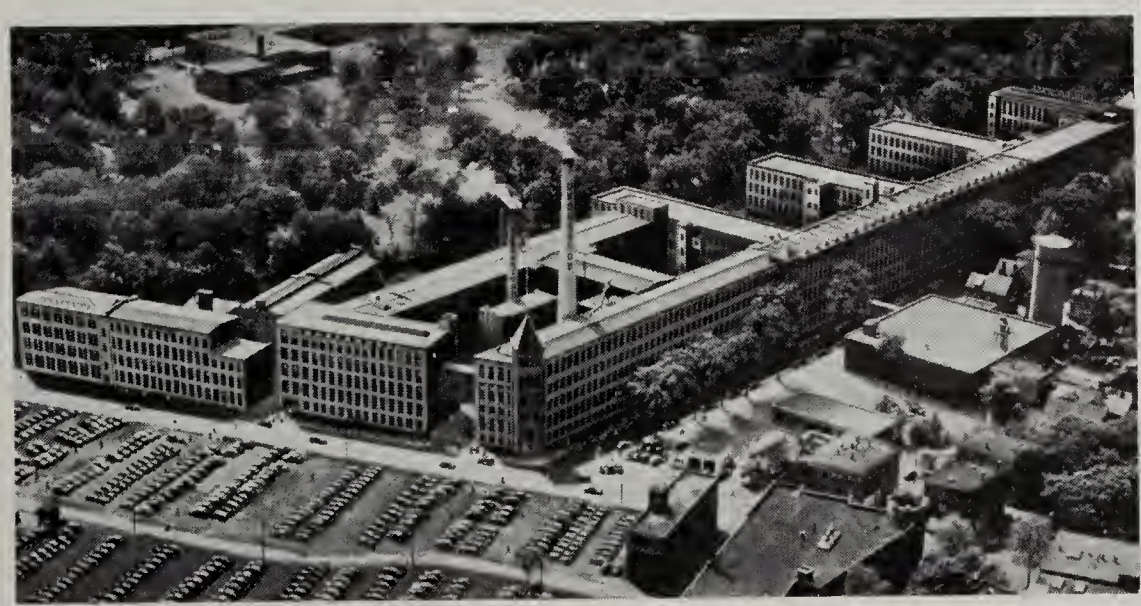
The results and accomplishments that the members of the Underwood Family made possible for our company last year are interesting to all of us. In our recently published annual report to stockholders, we reviewed our business for 1948, and now I thought I would discuss here the high spots of this report and perhaps answer some questions you may have about our business.

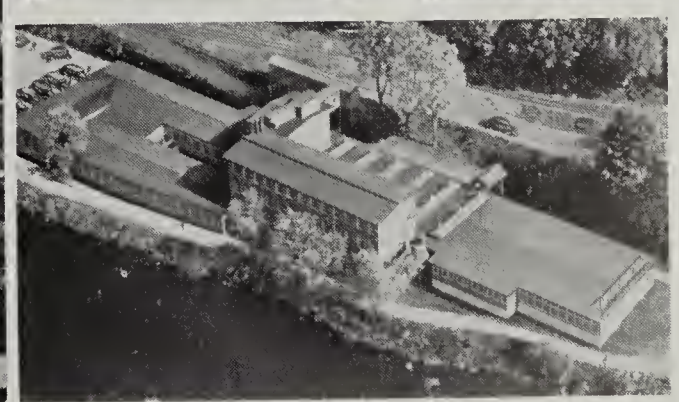
Looking for a moment at some of the interesting facts about the machines we make, Underwood Electric Typewriters continued to grow in popularity with the people who use them and new models are being added to complete this typewriter line. As part of this development, the Underwood Electric Fanfold Writing Machine for use with continuous forms was introduced the last part of the year. A new Underwood Standard Typewriter, the Rhythm Touch De Luxe, with many improvements, was announced, and its welcome by typewriter users has convinced us this machine will become increasingly popular. The Underwood Standard Typewriter with Automatic Right Margin Justifying Device was redesigned and improved.

Sales of Underwood Sundstrand Adding-Figuring Machines were at an all time high. Our ten key adding principle continues to set the pace in the industry and the many uses of the different models of this machine earned praise from users everywhere.

Development work on the new Un-

Our Hartford Works on Capitol Avenue in Hartford (below) with 23 acres of floor space is the largest typewriter plant in the world. Underwood Typewriters and Fanfold Writing Machines are manufactured there. In New Hartford, 22 miles northwest of Hartford (Units A and B shown at right) parts for portable typewriters are manufactured and then forwarded to the Hartford Plant for final assembly. Portable typewriter carrying cases and machine covers for all Underwood office machines are produced at the New Hartford Plants.





derwood Sundstrand Portable Posting Machine was completed in 1948 and on April 1 of this year our Sales Department announced its availability to the public. We are confident that this important new dual-purpose Underwood machine will be most helpful for business organizations of all sizes in the accurate handling of their posting and adding-figuring problems.

Underwood Elliott Fisher and Underwood Sundstrand Accounting Machines have proved themselves increasingly valuable by taking care of countless business figuring problems. Their ability to handle different accounting applications makes their use equally important in large and small business offices.

Sales of Underwood Corporation Supplies continued to grow, and this portion of our business becomes more important each year. Another vital part of Underwood Corporation's business is our Service Department. The continued proper operation of all our machines is the responsibility of this nationwide organization of skilled people. The successful carrying out of their work in daily contact with Underwood users everywhere contributes greatly to the excellent reputation we have earned over the years.

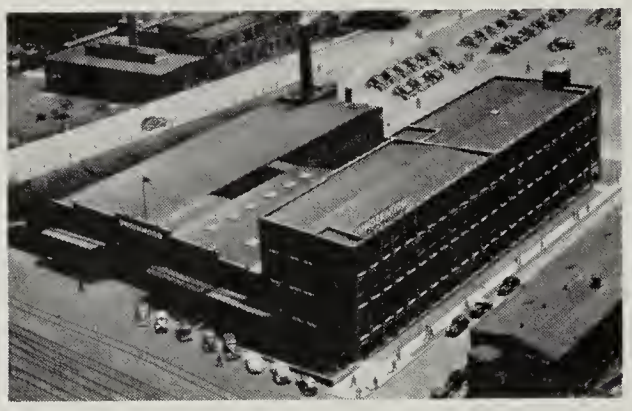
Our sales in the United States were greater than the previous year, but export sales were substantially less because in many foreign countries they do not have enough dollars to pay for everything they would like to buy. Our dealers in other countries want to buy much more of our products, but they cannot at the present time because this dollar shortage exists.

In 1948, Underwood Corporation's sales of machines, supplies and services were $56,630,269.77. We also re-

LET'S LOOK IN TERMS OF A DOLLAR

Each dollar of our total income, compared for the years 1948 and 1947, was used as follows:

	1948	1947
Cost of materials, supplies and services bought from others	$.26	$.27
Cost of human energy and ability, which is wages, salaries and employee benefits	$.57	$.52
Payments to the Government for Federal Income Taxes	$.06	$.08
Cost of tools and equipment wearing out, which is called depreciation	$.01	$.01
Payments to the owners of our business for use of money provided by them for us to be in business, which are dividends	$.05	$.05
Cost of protecting the common interests of owners, employees and customers, and continuing to build our business, which is earnings employed in the business	$.05	$.07



Two factories in Bridgeport, Connecticut, produce Underwood Sundstrand Adding-Figuring Machines, Underwood Elliott Fisher Accounting Machines and Underwood Sundstrand Accounting Machines. Basic machine parts manufacture is done at Unit A on Broad Street (center left), *and Unit B on Bunnell Street* (upper left), *with all assembly handled at Broad Street. In our General Research Laboratory in Hartford* (lower left) *new Underwood products are developed and new fields explored. There a talented group of engineers, scientists, chemists, model makers and technicians study our raw materials and finished machines constantly, always with an eye for quality and performance. In Burlington, New Jersey, our modern Burlington Works* (lower right) *manufactures carbon papers, typewriter and other office machine ribbons, carbon rolls, carbon tally rolls and other supplies for Underwood business machines. Our supply line, of course, is an important necessity to completing the entire Underwood office equipment line.*

ceived dividends from our English and Canadian Companies and from other sources some interest and discounts amounting to $897,443.36 making our total income $57,527,713.13. After deducting the actual cost of running our business, there was left $6,012,-802.29 of which $2,937,200.00 was paid out to our stockholders in dividends and the balance of $3,075,-602.29 was needed as additional money employed in the business for inventories, tools and other items.

During the year we paid income, franchise, property and social security taxes in the amount of $4,337,000.00. In addition we acted as agent for the government and collected from others $4,110,000.00. The amount so collected was paid to the government and represented Federal excise taxes, various sales taxes, withholdings for social security and income taxes. The aggregate of all taxes paid was $8,448,000.00.

There are more than 7,000 people who own Underwood Corporation, and a number of them are members of the Underwood Family. All these people have decided to invest a portion of their personal savings in our business because they have confidence in our ability to make, sell and service Underwood machines. These people own 734,300 shares of common stock which enables us to be in business. We have no preferred stock, notes payable, mortgages, bonds or other funded debts.

Our business is actually worth considerably more than the $31,164,-747.92, which is called our tangible net worth. We consider our patents, trademarks, and goodwill, for example, worth much more than the value of one dollar shown in the balance sheet. These are intangible assets, like one's reputation, ability and personality and we feel it is conservative accounting to value these intangible assets at one dollar.

Our supplies of raw materials, parts and finished machines, or inventories, were increased $5,393,112.67 in 1948 to a total of $16,636,000.47. In 1948, we were able to make more Underwood business machines than those needed for our daily sales, so that we could deliver our backlog of unfilled orders existing at the first of the year and to supply our expanded sales organization with the necessary typewriters, adding and accounting machines to demonstrate any place on trial. Toward the end of the year, it was necessary to reduce this unusually high production so it would be more nearly in balance with monthly sales results. Since we all want to keep this balance high, our sales department personnel was increased so they could sell more products, and during the year we added almost one third as many salesmen as we had at the start of the year. Additional sales offices and agencies were also added until now Underwood sales and service are available in more than 600 cities.

The cooperation among all departments and divisions has made possible the splendid teamwork we enjoy in Underwood Corporation. It is only through this close cooperation of the members of this team that we can continue to grow and hold our position as a leading manufacturer and seller of machines that "speed the world's business." While each department and its members are vital to our success, we can never emphasize too much the importance of two things upon which this success largely depends. These are quality production and high sales volume. One leads to and supports the other. Each makes possible the other.

All of us read the newspapers, listen to the radio and discuss current trends and events among ourselves, and I believe you will agree with me that the economic situation in the United States has changed from a seller's market to a buyer's market. The management of your Company has no extraordinary powers to enable it to avoid all economic pitfalls, but on the basis of long and hard-earned experience, we have a policy of progressive and conservative leadership and make every effort to protect all the interests of your company and all those employed in it, and everyone concerned with its welfare.

Mr. Philip D. Wagoner, our Chairman, the members of our Board of Directors and our Administration Committee, join with me in expressing our sincere appreciation for the work and efforts of all members of the Underwood Family throughout the year. We are proud of the high degree of loyalty and cooperation which exists throughout the entire organization, and we thank each of you for your important part in this cooperation which contributed so greatly to the year's results.

I am optimistic about the future. I am confident that as we keep working together as a team, we will build our company to even greater heights.

John H. Woolsey Celebrates 50th Anniversary With Company

It was a happy occasion recently when members of the Service Department, New York City, gathered to congratulate Service Specialist John H. Woolsey on his 50th anniversary with Underwood.

Mr. Woolsey was presented with an engraved, 17-jewel wrist-watch by his co-workers, and numerous congratulatory messages were received from friends throughout the company. He was also entertained with a luncheon.

He began with the Company in New York City as a Serviceman and in 1931 became a Supervisor in the Service Department. It was in 1946 that he was made a Service Specialist.

Mr. Woolsey has our sincere good wishes, and it is more than a pleasure to extend him hearty congratulations. May he have continued happiness and many more years with us!

Mr. Woolsey with co-workers, S. C. Jones, H. L. Feldman, R. Pfeiffer, and J. Mulhall.

CLYDE M. JUNGBLUTH

Western District Typical of Enthusiastic West

By Clyde M. Jungbluth
District Manager
Western District

(As a conclusion to our series of articles on the six Districts within Underwood, District Manager Jungbluth outlines the resources of the Western territory with true enthusiasm. It's worth every reader's time to absorb the facts about the enormous potentialities in the West. Our appreciation to Mr. Jungbluth . . . ED.)

Certainly there is no question but what the general attitude and outlook in the Western District is *optimism*. With the great resources of Illinois, Ohio, Iowa, Nebraska, South Dakota, Michigan, Indiana, Kansas, Wisconsin, Minnesota, North Dakota and Missouri at our finger-tips, good hard work, plus constant pushing of the Underwood line and regular demonstrating of all Underwood office machines, should certainly insure a healthy year for our Western District. In no other part of the country could business hope for a more resourceful field. It has no bounds, no limitations and certainly offers us the best. Let's take a look at what we have —

. . . the City of Chicago and our Prairie State

With the District Offices located in Chicago, let's touch on this great city.

Chicago has been called "The Hog Butcher of the World" by poet Carl Sandburg, and the state of Illinois has been known as the "Prairie State." Both terms are descriptive, but are indicative of only a fraction of the resources and activities of our third largest city in the world — and one of the most thickly populated states in America.

Chicago and *Illinois* are both youngsters, scarcely more than a century old. Today Chicago alone has 20,000 manufacturing and wholesaling concerns, and it is the nerve center of the nation's railway network, with 1,500 passenger trains arriving and departing daily.

Illinois is now at the nation's center of industry with its factory output the most diversified in the world. The Chicago Industrial Area alone leads all others in the metal working trades, in petroleum refining, in the production of meat and packing house products, agricultural implements, telephone equipment, soaps, perfumes, cosmetics, radio and television apparatus, and many other outstanding products.

. . . Ohio, Rich in History and Industry

Columbus, the capital city of Ohio, has been the gate-way to the West since 1788, and has furnished many legends in History. It also ranks fourth among the cities of the United States in the number of conventions —averaging better than 550 per year.

Ohio ranks fourth among the states in manufacturing. Around Columbus many leading articles are manufactured, such as railroad equipment, shoes, farming equipment, mining equipment, fire engine equipment, glass, china, pottery and boasts the largest production of crude oil products.

. . . In Iowa, Nebraska and South Dakota — "Gold in them thar hills"

There's an old saying "There's Gold in them thar hills," which is literally true in Iowa, Nebraska and South Dakota.

In the western part of South Dakota, there are actually gold mines, and throughout Iowa, Nebraska and South Dakota, gold is represented in farm products and cattle. In 1948 Iowa led all other states in farm income.

Of course, there are many industries in these three states. Second of importance is meat packing. Omaha, Nebraska is the second largest meat packing city in the United States and there are numerous packing plants located throughout this state.

The Quad Cities (Davenport, Rock Island, Moline and East Moline) represent the largest manufacturing center in this region, the home of John Deere & Co. and such plants as J. I. Case, International Harvester Co., Aluminum Co. of America, Rock Island Arsenal and Victor Animatograph Co.

Des Moines is second and Omaha is thirteenth in the number of Home

Offices of Insurance Companies located there.

Muscatine, Iowa is the center of the Pearl Button industry.

Dubuque has more Colleges per 1,000 population than any other city in the United States. The city is also the home of the John Deere Dubuque Tractor Plant, several sash and door plants, and several chemical companies.

Keokuk is the home of the largest electro-plating plant in the United States.

Des Moines has the largest printing industry in the middle west, the home of such nationally known magazines as *Look, Better Homes and Gardens, The Wallace Farmer, Successful Farming,* etc. Des Moines also stands high in the Rubber industry, having several Tire plants.

Omaha is the largest railroad center in this Region, being the home of the Union Pacific Railroad Company.

There is still "Gold in them thar Hills" —

. . . *Michigan and Automobiles*

Michigan is the home of the automotive industry and ranks first in the country in the manufacture of automobiles, automobile parts, engines, chemical products, refrigerators, drugs and pharmaceuticals.

The first settlement in Michigan was established in 1668 by Father Jacques Marquette and a group of French Jesuits on the site of Sault Ste. Marie. Today Michigan boasts a population of 5,256,106.

The state has a total shore line of over 3,000 miles. Countless thousands know it as a recreational state with an appeal to tourists which makes that specific trade Michigan's second largest business. It has over 11,000 inland lakes.

. . . *Indiana and Limestone*

Indiana, once a part of the Northwest Territory, lies in the great Mississippi Valley and in the basin of the Great Lakes.

Among the top ten states in the value of its manufactured products, Indiana has the world's largest sheet and tin mill, cement and oil refinery, and the largest steel plant at Gary.

Indiana was a pioneer state of the automobile and today is the center of that industry's greatest engineering testing ground, the Indianapolis Motor Speedway. At South Bend are located the factories of the Studebaker Corporation, and numerous automotive parts manufacturers cover the entire state.

All of the great skyscrapers of New York City including the Empire State and Radio City are built of Indiana limestone mined at Bedford.

Nine musical instrument factories at Elkhart, agricultural and aviation equipment at South Bend, meat packing, foundries, ceramics, coal, and dairy products comprise the industrial fields that have made Indiana the market for Underwood products that it is today.

The entire record and television manufacturing facilities of RCA, a $50-million plant to make telephone instruments for Western Electric, a $15-million casting plant for the American Foundry Company; these are salient examples of the insatiable, present and potential market for our products in Indiana.

. . . *Kansas and Wheat*

"Early explorers, the Civil War, the Oregon, Santa Fe, Chisholm Trails, and the Pony Express route, Indians, early pioneers, the era of the cow-town, early forts, and Missions, all have left historic marks in Kansas."—thus quoted from "Three Keys to Kansas."

Kansas leads the nation in wheat production. It stands fifth in the number of cattle of all varieties; second in Sorghum Crops; eighth in Corn production; eighth in Poultry; ninth in Hogs, and fifth in Oil.

The mining industry is important with such products as coal, gas, salt, gypsum, cement, Tripoli, asphalt rock, helium, zinc, Bentonite, Marl—Native Chalk, Volcanic Ash, and Carthage Marble.

Pioneer Dodge City is remembered for "Boot Hill" which is still pointed out to visitors. Today Dodge City is a busy town of 10,000 people.

Abilene, another early cattle town, is a very clean, modern town. Wichita is a city of 168,000 and is an active industrial center. Topeka, the Capitol, is a city of 89,000. Kansas City, Kansas has a population of 147,000, and is the center of the meat packing industry.

. . . *Wisconsin*—Great Dairyland

The State of Wisconsin is primarily agriculture, but has the largest concentration of dairy land in the entire world in Waukesha County, which is adjacent to the City of Milwaukee. The State is particularly noted for the thousands of lakes and marvelous climate in the northern part.

With us, the interesting thing about the state and Milwaukee is that the typewriter was born in Milwaukee on July 14, 1868. Mr. Lapham Sholes invented the first practical typewriter and there is concentrated in the museum in Milwaukee the only complete collection of old typewriters that has been assembled anywhere in the world.

Milwaukee, the dominant major city in the state, has in its metropolitan area, a concentration of large companies manufacturing capital goods, among them internationally known companies, like Allis-Chalmers Manufacturing company, A. O. Smith Corporation, Harley-Davidson Motor Cycle Company, Bucyrus-Erie Company, Cutler-Hammer Manufacturing Company, etc.

Madison, capitol of Wisconsin, was chosen by Life Magazine in an article several months ago as the best place in the entire country in which to live as a family.

. . . *Minnesota*—and Flour Milling

Minnesota is the northernmost state in the Union. Its metropolitan area is centered in the Twin Cities of Minneapolis and Saint Paul. The principal manufacturing in this area is centered around flour milling and the processing of agricultural food products. In recent years some manufacturers of hosiery and ladies wear have expanded their activities.

The Mesabi Iron Range north of Duluth is the source of most iron used in the manufacture of steel in this country. Two of the country's major railroads have their home offices in Saint Paul. Rochester is the home of the famous Mayo Clinic. Minneapolis with an estimated population of 550,000 is the headquarters of the Ninth Federal Reserve District. St. Paul is the State Capital with an estimated population of over 300,000.

. . . *North Dakota* — Distribution of Farm Products

North Dakota is the farthest north of the prairie States. Wheat followed by potatoes, corn, oats, barley, rye and flax are the principal agricultural products. There are no large cities in the State, but Fargo, Minot, Grand Forks and Bismarck are the trading centers. Bismarck is the State Capital. There are a few lignite mines in North Dakota but the principal industry is

farming and retail and wholesale distribution. Excellent crops make this region successful from a business standpoint.

. . . *Missouri*—Lead Ore and Shoes

Missouri is one of our Nation's most self-sufficient states. With a diversification of industry not too centralized in its two principal cities of St. Louis and Kansas City, it could maintain a fair economy for its citizenry under conditions which might more seriously affect some states.

Missouri has many intangible things to be appreciated at any season of the year—spring in Florissant Valley; apple blossom time at Marionville; a flaming July sunrise on the deep blue of either Lake Taneycomo or the Lake of the Ozarks; Trout fishing in the many clear streams; cotton picking in the "bootheel" section; wheat harvest in the central east; corn picking in the northern part; cattle raising and dairying throughout; a leisurely float on the Current River or the vivid coloring of autumn in the Ozarks.

In addition to rich farm lands for topsoil production, one small section produces the nation's largest supply of lead ore. The City of St. Louis produces the largest supply of shoes.

This could suggest that by proper utilization of the lead and the shoes at the source of their greatest supply, good business results in any year. That's all it will take during 1949.

Changes Announced in General Sales Division

George J. Longueville

Appointed Accounting Machine Division Sales Manager

GEORGE J. LONGUEVILLE

ALFRED JENSEN

Of interest to all readers, especially our Field organization, are four important changes in the General Sales Division announced recently by Vice President W. F. Arnold.

Assuming his first national executive position with Underwood, *George J. Longueville* has been appointed Sales Manager of the Accounting Machine Division at One Park Avenue. He came with the Company in 1925 as a Serviceman and soon afterwards became an Accounting Machine Salesman in San Francisco. He then held various positions in the Accounting Machine Division, including those of Branch Division Manager and Special Representative in the Home Office. Mr. Longueville served for two and a half years in the Army during World War II and returned to Underwood after his discharge. He is married, likes to play golf and has pursued gardening as a hobby. And, believe it or not, he has a great preference for New York over California as a residence. His years of accounting machine experience, plus an energetic ability for assuming responsibility, qualifies Mr. Longueville for his new position—and it is a pleasure to wish him every success. His appointment became effective on May 1.

Effective September 1, *Alfred Jensen*, whom Mr. Longueville succeeds, will assume the position of Regional Manager at Los Angeles; however, he will remain in New York at the Home Office for a few months before moving to the West Coast. Mr. Jensen joined our organization 29 years ago as an Accounting Machine Salesman and was our Educational Director for several years before becoming Sales Manager of the Accounting Machine Division. He will be missed in the Home Office, but his years of experience and expert knowledge of our entire line of products qualify him

WILLIAM M. COFFMAN

JAMES A. JOHNSON

for his new and important position as Regional Manager. We wish him much happiness and success.

Also effective on September 1, *William M. Coffman*, District Manager of the Pacific District will become a liaison Executive of the Home Office in the Pacific District with *James A. Johnson*, former Los Angeles Regional Manager becoming District Manager.

Mr. Coffman will be available to District Manager Johnson for advice and counsel and will continue his interest in the affairs of the Pacific District in which he has been active for some 32 years.

Mr. Johnson came with Underwood in 1908, celebrating his 40th anniversary with us late last year at which time his colleagues in the District presented him with a round-trip ticket to Hawaii. He has served in several positions in the Western and Pacific Districts, including Salesman, Accounting Machine District Manager, Branch Manager and Regional Manager. His 16 years of directing the Los Angeles region has resulted in building up one of our finest branch organizations, and it is a real tribute to Mr. Johnson's ability that he has been appointed to the position of Pacific District Manager. He has our sincere best wishes and congratulations.

★ ★ ★

Vincent F. Schneble

Appointed

Assistant Works Manager

HARTFORD WORKS

VINCENT F. SCHNEBLE

Vincent F. Schneble, Former Superintendent and Production Manager at the Hartford Works, was recently appointed Assistant Works Manager, according to Vice-President D. S. Sammis at Hartford.

Mr. Schneble is well known throughout the Underwood organization, having started with us in 1935 as Superintendent of the Accounting Machine Division at the Hartford Works. Seven years later he was appointed Production Manager and continued in that position until 1946 when his duties and responsibilities were increased.

He was born and reared in Ohio. After attending the University of Dayton, Mr. Schneble showed his mechanical interests by becoming a toolmaker, and in the course of his career became engaged in various production problems involved in the manufacture of meters and office equipment.

Mr. and Mrs. Schneble live on an old Connecticut farm in South Coventry which they have restored and remodelled themselves, and during the past five years they have spent many absorbing hours in this work. They have two grown sons.

Our sincere congratulations to Mr. Schneble in his new position and may he enjoy many more years of success.

★ ★ ★

CARL A. LINDMARK, JR.

Carl A. Lindmark, Jr.

Appointed Supply District Manager

NEW YORK CITY

Of interest is the recent appointment of Carl A. Lindmark, Jr., to Supply District Manager, New York.

Mr. Lindmark became associated with Underwood in 1930 as a Supply Sales Representative in Burlington, New Jersey, and in 1948 was appointed Supply Supervisor for the Eastern District, which position he held until his recent promotion.

He is married and resides in Plainfield, New Jersey where he is prominently identified with various civic organizations.

It is a pleasure to congratulate him and at the same time wish him much happiness in his new position.

Contest in England Stirs Interest

For the first time since the war, an annual contest for the UEF CHALLENGE CUP FOR CONSOLIDATED BRANCH PERFORMANCE was held recently by Underwood Elliott Fisher, Limited, London. Keen interest was displayed by all branch offices of this organization, and the Nottingham Branch which is headed by E. ("Tich") Hitchen was announced the winner.

The cup will be held by the winning branch for a period of one year, and a wall plaque commemorating the achievement will be retained as a permanent possession. Nottingham's performance of 218.5% of total quota was declared the "best ever" in this competition.

The Dublin, Eire, Branch, headed by R. J. (Bob) O'Looney, was runner-up with a 156.8% of total quota, and several others made splendid showings.

A dinner was given honoring members of the Nottingham branch, at which time the inscribed cup was presented to Manager Hitchen by Managing Director W. G. Lansley.

Guests at dinner where Branch Manager E. ("Tich") Hitchen, Nottingham, was presented a cup in recognition of his branch's outstanding performance. Managing Director W. G. Lansley (right of cup), Underwood Elliott Fisher, Limited, London, poses making presentation.

Our sincere congratulations to all members of Underwood Elliott Fisher, Limited!

REGIONAL MANAGER, SALT LAKE CITY

RALPH R. BRIGGS

It is with pleasure we announce the appointment of Ralph R. Briggs, former Sales Representative in Spokane, to Regional Manager of the Salt Lake City branch.

Mr. Briggs joined Underwood in 1940 and was in the Armed Forces three years, after which time he returned to Spokane where he continued until his recent promotion.

We extend him every good wish in his new position and hope he will enjoy many more successes. Congratulations.

Organization Announcements

Our sincere congratulations to these members of our Field Sales Force who have received promotions recently. We hope they will enjoy many more successes!

T. H. Spencer was appointed Accounting Machine Division Manager, Los Angeles. Mr. Spencer came with us in 1929 as a Sales Representative in Seattle, and 10 years later became a member of the Los Angeles sales force in the same position.

R. E. Phillips was named Supply Division Manager in Oklahoma City. He joined Underwood in 1948 as a Supply Sales Representative in Oklahoma City where he has continued until receiving his recent promotion.

H. W. Westover was appointed Supply Division Manager in Seattle. Mr. Westover came with us in 1948 as a Sales Representative in that city.

J. N. Chittom, former Serviceman in Oklahoma City, was appointed Supply Division Manager in that city. He became associated with Underwood last year.

C. E. Carver was named Branch Manager, Typewriters, at Evansville. He served his apprenticeship in the Service Department at Louisville in 1927 and held various Service positions until his promotion to Service Supervisor in Evansville in 1948, in which position he continued until his recent promotion.

B. F. Abbott was appointed Accounting-Adding Machine Division Manager in Dallas. He came with us as a Sales Representative in Dallas and Fort Worth last year.

V. L. Folkes was appointed Supply Division Manager in Richmond. Mr. Folkes came with Underwood last year as a Supply Sales Representative in the same city.

Transfers:

Of interest too are recent transfers in New York. *Merton W. Thayer*, who for the last two years has been a Specialist in General Sales Research and Planning, was recently made a Specialist in the General Sales Accounting Division. *Walter J. Wendt* who for the past year has been New York District Supply Manager, was appointed Writing Machine Division Manager, N. Y.

Promotions in Service Departments

'Round through our Service Departments all over the country promotions have been made which we are happy to record. We extend hearty congratulations to these men and wish them continued success. Watch for this column in the magazine, as it will be a regular feature beginning with this issue.

L. M. Rettman was appointed Regional Service Manager in Detroit. He became associated with Underwood in 1934 as a Serviceman in Detroit and was made Assistant Manager of the Accounting Machine Division in Detroit two years ago, continuing in that position until his recent promotion.

A. N. Furlong was named Regional Service Manager at Providence, Rhode Island. His employment with the Company dates back to 1919 when he joined us as a Serviceman in Boston.

E. J. Fanning was appointed Service Manager at Toledo. He entered our employ as a Serviceman in St. Louis back in 1913. From 1932 through 1945 he held various Service positions in Toledo and transferred to Detroit a year later, where he remained until his recent move back to Toledo.

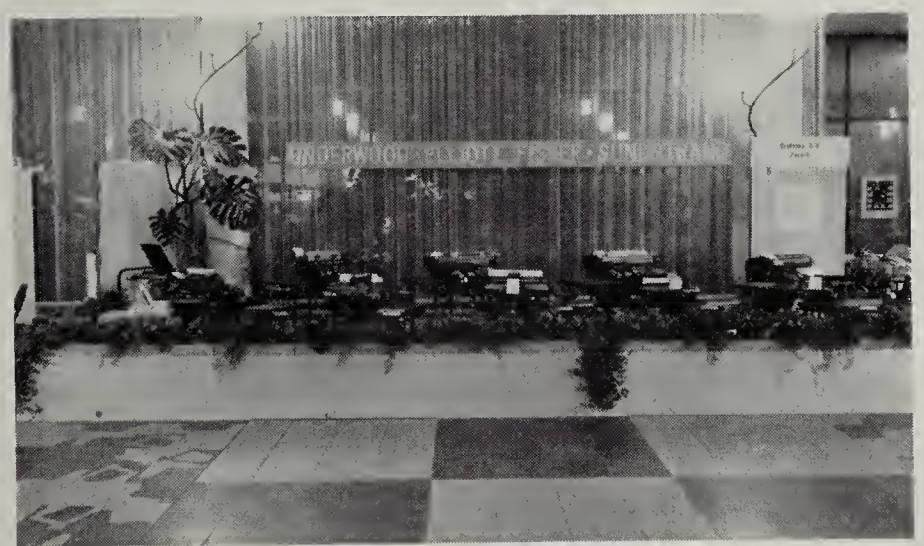
Waltfred Scheppelman was named Service Supervisor at Evansville, Indiana. He started as an Apprentice with us in 1931 in Louisville.

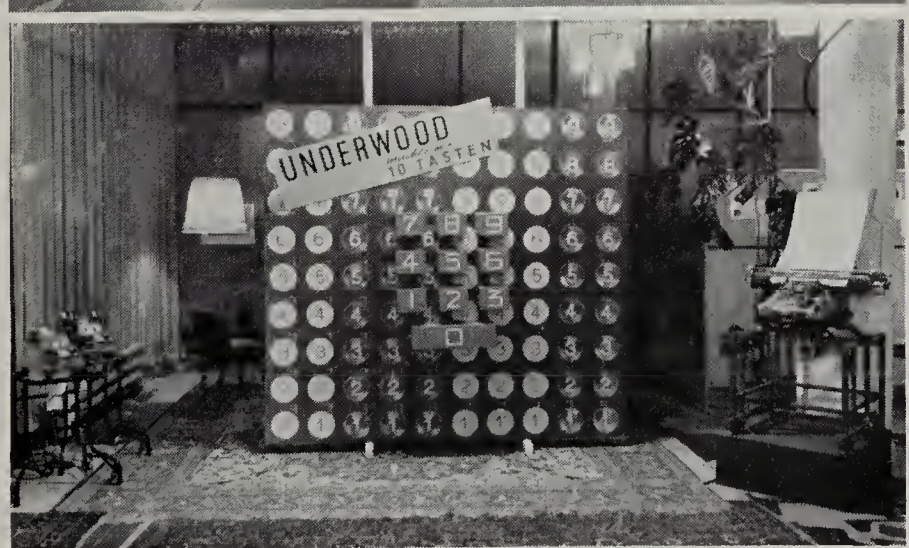
R. C. Rankin was appointed Service Manager at Greensboro, North Carolina. Mr. Rankin came with Underwood as an Apprentice in Greensboro in 1945.

Underwood Adding and Accounting Machines Displayed in Switzerland

The most complete post-war display of practically all the American and European makes of office machines was shown at the Office Machine Exhibition, held in Zurich, Switzerland recently. The attractively arranged stand of our Swiss Adding and Accounting Machine Dealer, Systema, S. A., was rated the No. 1 Display, both for appearance and efficiency in general.

Congratulations to Systema, S. A., for their tiptop display, special catalog and advertising material, all of which showed the skill, taste and attention to detail for which the Swiss people are famous.





Top view *shows Systema, S. A., Zurich Exhibit in Switzerland.* At bottom *is view of large comparison chart of Sundstrand 10-Key keyboard and full keyboard, another part of the Swiss Exhibit.*

MESSAGE TO UNDERWOOD EMPLOYEES WITH CHILDREN

Warning that the 1949 polio season is "just around the corner," the National Foundation for Infantile Paralysis has issued a list of precautionary measures to be observed by those in charge of children during the epidemic danger period which usually runs from May through October, reaching its peak during the hot, midsummer months.

The five easy-to-follow health rules for children are:

1. Avoid crowds and places where close contact with other persons is likely.
2. Avoid over-fatigue caused by too active play or exercise, or irregular hours.
3. Avoid swimming in polluted water. Use only beaches or public pools declared safe by local health authorities.
4. Avoid sudden chilling. Remove wet shoes and clothing at once and keep extra blankets and heavier clothing handy for sudden weather changes.
5. Observe the golden rule of personal cleanliness. Keep food tightly covered and safe from flies or other insects. Garbage should be tightly covered and, if other disposal facilities are lacking, it should be buried or burned.

The National Foundation also listed the following symptoms of infantile paralysis: headache, nausea or upset stomach, muscle soreness or stiffness, and unexplained fever. Should polio strike in your family, call a doctor immediately. Early diagnosis and prompt treatment by qualified medical personnel often prevent serious crippling, the National Foundation pointed out.

If polio is actually diagnosed, contact the chapter of the National Foundation for Infantile Paralysis serving your community. The chapter will pay that part of the cost of care and treatment which patient or family cannot meet.

Happenings 'Round and About

Cincinnati

A cordial welcome to Edward Woebkenberg and Charles J. Ruthemeyer. Mr. Woebkenberg has joined us as a Supply Representative and Mr. Ruthemeyer, as a Typewriter Salesman. Good luck and a successful future.

* * *

Sorry to have Jeanette Brinkman leave us, but we wish her lots of success in her coming marriage.

* * *

We welcome Donald Martin as an Apprentice Serviceman in our Hamilton Office. Our best wishes to him.

* * *

Harold E. Shafner recently joined our Springfield Office as Apprentice Serviceman. A sincere welcome and wishes for good luck.

Los Angeles

President L. C. Stowell visited Los Angeles, and on January 24, held a luncheon at the Biltmore Hotel for all direct sales representatives in Southern California, Arizona and Western Texas.

He was accompanied by Mrs. Stowell, and their trip in our District included stops at Seattle, Portland, Oregon, and San Francisco. He was also accompanied to Los Angeles by W. M. Coffman, Pacific District Manager, from San Francisco. Regional Manager A. A. Kiel of El Paso and Regional Manager E. C. Barnard of San Diego were present too.

Mr. Stowell's remarks were enthusiastically received by the salesmen and after listening to him, all present felt that the future for Underwood products looked very good.

Houston, Texas

Terry Muckleroy, Typewriter Serviceman, was married to Miss Ernestine Richards recently. Our very best wishes to both.

J. R. Fergusson has joined our Houston sales staff as an Accounting Machine Representative.

Phoenix

Harold J. Smith, who has been Service Manager in the Phoenix branch, recently was promoted to the position of Adding Machine Salesman. E. C. Heaps has been promoted to fill the position vacated by Mr. Smith. Our best wishes to both.

Richmond, Virginia

We are glad to welcome in our office Josephine Cuicci, new Switchboard Operator. Best wishes.

* * *

Good luck to Durwood Owen who is now employed in our Service Department.

* * *

Recently Mr. Folkes was transferred from Supply Salesman to Divisional Supply Manager and Bert Hobson was transferred from Adding Machine Salesman to Supply Salesman. We wish them lots of success.

* * *

Mr. Hundley, former employee of Underwood, has taken over our Charlottesville Branch as a Sales Agent.

Our Lynchburg Branch has now been taken over as a Sales Agent by C. R. Haynsworth of Danville, Virginia.

New York

Typewriter Serviceman Walter L. Rasmussen is the father of a new baby boy. Congratulations.

HERBERT W. SMITH

The death of Herbert W. Smith on March 30, after a short illness, was a deep shock to his associates and many friends at One Park Avenue.

He had been the Typewriter Mechanical School Instructor and Serviceman in the New York City Service Department, with 31 years of service with the Company.

"Herb" was one of the original members of the Underwood Family Chorus and had sung with the group up until the time of his illness. He was well liked by all for his cheerful disposition, and will be greatly missed. Our condolences to his sister.

BRIDE AT ONE PARK AVENUE

When Eileen Welsh, General Service, became Mrs. O'Brien recently, she was presented with a gift by her colleagues. Shown, left to right, *are Mary Siekierski, Ida Leone, Frances Brutza, Eileen O'Brien (the bride), Doris Fisher, Joan Lynch and Anne Stanley.*

SUPPLY DIVISION

Burlington, New Jersey

Ribbon Department

Glad to see Mae Clark back on the job after having been ill.

* * *

A shower was given for Mrs. Kay Mason when she left us recently. Good luck.

* * *

Vernie Ayrer and Betty Hess have returned after a month in Miami, Florida. Wonderful time and wonderful weather, they reported.

* * *

Mabel Ivins recently celebrated her birthday.

* * *

Phoebe Plack has been coming right up there in her bowling. We wish her luck.

* * *

Edith Parker recently celebrated her birthday.

* * *

Guests of Mr. and Mrs. G. Arenz recently were Mrs. F. Lesher and daughter, Mrs. G. Butler, of Dallas, Texas.

Shipping Department

Our newcomer in the Shipping Department is Leigh Newbold who hails from Mt. Holly. He says that he likes his work and also his co-workers. Welcome.

* * *

Johnny Leone has offered his services as cameraman. Let's have our pictures taken.

Rolls Department

Clarence Holland has just returned from a month in Florida, and he's brown as the proverbial berry. Everyone is still talking about the crate of delicious oranges Clarence sent to us.

Machine Shop

The machine shop celebrated *Be kind to Maguire Week.* Seems they took a collection through the shop, and wound up with enough to buy him a coke.

* * *

Spring must be here. Logan Morris is walking around with mud on his shoes and a seed catalogue in his pocket.

Louise Yose and Olga Fortini, Carbon Packing Department.

Office

It is a pleasure to welcome three new-comers to the Sales Department: Mrs. Muriel Wallen, Mrs. Elsie Horn and Calvin V. Haines.

* * *

We are pleased to have back C. C. Connell, our Traffic Manager, after a successful operation.

* * *

We welcome W. R. Moore to the Sales Department as the new assistant to E. T. Waters.

* * *

Manager M. C. Barber was the principal speaker at the Mid-winter Industrial Conference of the South Jersey Foremen's Club in cooperation with the South Jersey Manufacturers Association held recently at the YMCA in Camden. Mr. Barber spoke on "Good Personnel Relations" in relation to the general theme of the Conference—"Putting Common Sense to Work."

John Leone, Shipping, and John Mancini, Ribbon Packing.

Laboratory

Ed Gilbert, our Research Engineer, recently celebrated his birthday. Many happy returns.

* * *

Ralph Clark, our Chemist, recently moved to Burlington. We wish him luck in his new residence.

IN BURLINGTON

Members of bowling teams at Burlington Works are shown at annual banquet given in their honor. During the evening the Bowling Cup was presented to the championship team composed of Marjorie Cox (Captain), Ellen Fitzpatrick, Catherine Gilleee, Samuel Witherow and Jack Evans. Individual prizes were also given the champions. Bowling trophies were awarded Jack Mancini (Men's High Average); John Leone (Men's High Three Games); Raymond Reynolds (Men's High Single); Edna Rodman (Women's High Average); Jean Mancini (Women's High Three Games) and Dorothy Shinn (Women's High Single). Following the dinner, music and dancing was enjoyed. Jack Rogers spoke informally in the absence of General Manager M. C. Barber.

GEORGE ARENZ CELEBRATES 50TH ANNIVERSARY WITH COMPANY

Over a period of 50 years, George Arenz of our Burlington Works has seen a career begun as a Shop Boy with Samuel A. Neidich, inventor of the Neidich process of coating carbon, and climaxed as Foreman of one of the most modern Ribbon Departments in the industry. An intriguing span of years!

Today it is our great pleasure to congratulate Mr. Arenz on his outstanding length of service, and on his loyalty as an employee. Always he has done a good job, faithfully and cheerfully.

When it was learned that he would retire on May 1, a dinner was arranged not only to commemorate his outstanding length of service, but to bid him a regretful farewell.

The dinner was held in the Mansion Restaurant in Fieldsboro, near Burlington, and General Manager M. C. Barber was host for the occasion. Foremen and department heads from the Burlington Works attended, and handsome gifts were presented Mr. Arenz.

Impromptu toasts were made by each guest during the evening, and everyone had an enjoyable time.

Guests at dinner for George Arenz smilingly pose for photographer. Interesting is the fact that the group adds up 379 years of service, even though three in the picture have been with Underwood only two years. Standing, left to right, are *J. C. Rogers, W. T. Maguire, E. T. Waters, G. M. Arenz, M. C. Barber, C. D. Horn, R. C. Parkes, L. B. Morris, and F. A. Suydam.* Seated are *E. B. Sampson, J. E. Gilbert, R. H. Clark, R. R. Taylor, S. W. Hancock, G. E. Broadbent, J. F. McCormick, W. H. Taylor, and J. W. Evans.*

★ ★ ★

Carbon Department

Recent visitors in Philadelphia were Viola Napoli, Olga Fortini and Louise Yose. They had dinner at the famous Cathay Tea Gardens and enjoyed the movie, *Paison,* very much.

* * *

We welcome Sally Grubb back to our Carbon Packing Department. She was out because of a sprained wrist.

* * *

Louise P. Yose is an attractive member of our Carbon Department. She lives in Burlington, and her hobbies are dancing and eating. She attends Riders College and is taking up bookkeeping. Louise plans to spend her vacation in Wildwood, New Jersey and Massachusetts.

Pauline Brogan had a false alarm. She was sent to the hospital for Appendicitis but was sent home.

* * *

Virginia Edwardson was also on the absentee list. She too is back and her hand which was operated on is coming along nicely.

* * *

Spring is just around the corner and Cupid is certainly busy. Olga Fortini and Ronnie Ulmer are to be seen as a loving couple.

* * *

Among those who celebrated birthdays recently were Lois Higgins and Evelyn Hice.

* * *

All in the space of about 24 hours, Joe McCormick had quite a bit of bad luck. His boiler broke and his bike broke. Everything is back in good shape now, and Joe is happy.

* * *

Attending the Senior Class play, *The Late Christopher Bean,* were Leona Wilkinson and Evelyn Hice. Ed Whomsley was also there keeping an eye on his daughter who gave a very good performance as the doctor's wife.

Joe McCormick, Foreman, Carbon Packing.

Margaret Bojtos, Laboratory, and John Mancini, Ribbon Packing.

The Feminine View

"WE'RE HAVING A BRUNCH ON SUNDAY"...

And what could be gayer on a summer Sunday or holiday? This popular combination of breakfast and lunch . . . 11 o'clock is a happy hour for entertaining . . . demands a menu with a refreshing, original twist. Use your prettiest dishes and linens. For an added touch top your napkins with a single yellow rose or a miniature corsage of violets. These will be worn, you may be sure . . . and hearts will be light.

"Light but tasty" is the theme for your food. Take a look at this menu.

MENU

STRAWBERRIES IN ORANGE JUICE

TUNA CHEESE TARTS BROILED TOMATOES

HOT CROSS BUNS

COFFEE

Here's how —

TUNA CHEESE TARTS

Brown lightly
- ¼ cup canned mushrooms (2 oz.) drained
- 1 tbsp. finely chopped onion

in
- 1 tbsp. fat

Blend in
- 1 tbsp. Gold Medal Flour
- ¼ tsp. salt

Remove from heat.

Gradually stir in
- 1 cup milk (mushroom liquor may be substituted for part of milk)

Cook over low heat until thickened, stirring constantly. Add and heat 2 tbsp. finely chopped pimiento, one 7-oz. can Tuna Fish, broken in large pieces.

Serve in individual baked Cheese Pastry Shells or plain pastry shells. Serves 4.

CHEESE PASTRY SHELLS

Preheat oven to 425 degrees (hot oven)

Sift together
- ½ cup sifted Gold Medal Flour
- ¼ tsp. salt

Cut in with pastry blender or 2 knives until mixture looks like "meal"
- 2 tbsp. shortening
- **½ cup grated sharp cheese

Stir in
- 2 tsp. water

Press firmly into a smooth ball with the hands. (The mixture may seem dry at first, but will work up into a ball after pressing with hands.) Roll out about ⅛-in. thick on lightly floured cloth-covered board. Cut in 4 to 5-in. rounds. Press pastry lightly onto bottoms of muffin cups to make pastry shells, or place in tart pans. Bake 8 to 10 minutes in hot oven (425 degrees). Makes 5 pastry shells. **Commercially grated cheese is not suitable, it is too dry.

BISQUICK HOT CROSS BUNS

Crumble and dissolve
- 2 cakes compressed yeast

in
- 1 cup lukewarm milk (if raw milk is used, scald and cool to lukewarm)—or water

Add
- ⅓ cup sugar
- ¾ tsp. cinnamon or 2 tsp. grated lemon rind
- 1 egg
- ½ cup seedless raisins or finely chopped citron
- ½ cup currants
- 3⅓ cups Bisquick

Beat well for 1 minute. (After mixing, dough may be refrigerated overnight.) Place in greased medium-sized muffin cups, filling each half full. Let rise at 85 degrees until double in bulk . . . 1 to 1½ hours. *Bake 13 to 15 minutes* in moderately hot oven (400 degrees). Remove from pan, brush with melted butter, then form a cross on each bun with Thick White Icing (½ cup confectioners' sugar, 2 tsp. milk, few drops vanilla or lemon extract). Serve hot. *Makes about 20 buns.*

Timed to the minute —

9:30 . . .	Mix up Hot Cross Buns, let rise
9:45 . . .	Set table
10:15 . . .	Wash, hull and sweeten berries
10:30 . . .	Prepare Tuna Cheese filling — may be kept warm in double boiler
10:40 . . .	Preheat oven to 425 degrees.
10:45 . . .	Bake buns; top with a cross. Bake pastry shells or place in oven for warming, if you baked the night before.
10:50 . . .	Broil tomatoes
11:00 . . .	Make coffee
11:05 . . .	Pour orange juice over berries
11:15 . . .	Call guests and wait for praises

Have fun!

Philadelphia

It gives us pleasure to report that Charles A. Mayer, Typewriter Division Manager, has recovered from a recent operation and is back at his desk again.

* * *

We are also happy to welcome new members of our Sales Force at Philadelphia. Greetings to Frank M. Kicfaber and Vincent J. Gara, Typewriter Division; John G. Alden, Adding Machine Division; J. A. McCormick, Accounting Machine Division; E. H. Jennings, Jr. Supply Division; and F. E. Evans, Typewriter Division at our Wilkes-Barre Office. We wish the best of luck to all.

Louisville

Oscar E. Starr, who has been in the employ of the Company since April 1, 1909, was forced to resign his position recently due to ill health. Mr. Starr will be missed by his many friends. We all wish him a speedy improvement in health.

Detroit

Our congratulations to L. M. Rettman who has recently been appointed Regional Service Manager of the Detroit Region. He succeeds E. J. Fanning, who, due to ill health, has been transferred to become Service Manager of our Toledo Branch. We wish to extend to both Mr. Fanning and Mr. Rettman our best wishes on their new assignments.

* * *

Elsie Shkilevich, Secretary to Regional Manager Modrack, and Kenneth V. Northey, Detroit Typewriter Serviceman, spoke their vows recently, and spent a week viewing the sights of Chicago. We extend our congratulations and best wishes to both of them.

Mrs. Robert Droiullard was Joanne McArthey until her marriage recently. She is employed as a Clerk in the Detroit Service Department. Best wishes.

IN WEST PALM BEACH

While on a trip South, Chairman Philip D. Wagoner was snapped in front of Halsey & Griffith, our Sales Agent in West Palm Beach, with John L. Roe and J. L. Waugh, President. The photograph itself is unusual in that it was snapped with Chairman Wagoner's new Polaroid camera, the much publicized picture-in-a-minute camera.

* * *

Paul Hollett of our Service Department is receiving congratulations on becoming a papa. Cigars and all were distributed in honor of the big event. Father, mother and son are doing nicely.

* * *

A welcome is extended to John A. Reynolds who has joined our Typewriter Division.

San Francisco

San Francisco Branch has again donated to the Irwin Memorial Blood Bank. Jack Nicholas, Supply Salesman, who is a member of the Junior Chamber of Commerce, started something really worthwhile last year when Underwood led all companies in San Francisco toward donating for this bank. Notice on our Bulletin read:

"Fourteen pints deposited, 11 used. If one of us, or our family should be so unfortunate as to be in a position to draw on this blood, those four pints might go like a 'Snow ball in Hell'. Having an active account, we could run up a deficit but we would have to make it up. The 11 pints used represents a saving to the employees of $330. Let's keep our account built up."

There is a further report that on March 10, eleven more Underwood employees made a blood donation. Our congratulations to Jack on his good work.

Dayton, Ohio

We welcome Willis Gibbs and James Carroll to our Service Department; J. Richman Pryor to our Adding and Accounting Machine Division as a Salesman; and Carol Jones, as Stenographer.

* * *

We wish Donald D. Altic, formerly of the Service Department, much success in his new position as Supply Salesman.

Kansas City, Missouri

Branch Manager Sherman has just completed a course in Public Speaking, having taken it through the Extension Department of Kansas University. Aside from an educational standpoint, he found it enjoyable and interesting.

* * *

Rex L. Andrews, one of our typewriter salesmen out of the Kansas City Branch, is attending night classes at Junior College, where he is studying Accounting.

* * *

Harry R. Peterson, one of our Service Department men, has been getting school training on Adding Machines, and has returned to give us the value of such training in workmanship.

* * *

Chas. D. Kellogg, another one of our boys in the Service Department, just recently completed his school training on the Electric Typewriters, and is now capable to help us properly service Electric Typewriters. Mr. Kellogg, by the way, since returning from school has undergone an operation—got along very nicely, having lost but very little time, and is back on the job, working hard.

* * *

D. P. Dragoo, Serviceman at our Joplin, Missouri Branch, has recently returned from training school; his papers show he made good grades, so there is no question but that the result

UNDERWOOD NEWS

Vol. 17 April-May, 1949 No. 2

Family Magazine of the
UNDERWOOD CORPORATION
One Park Avenue • New York 16, N. Y.

Published in the interest of all employees throughout the land.

P. D. Wagoner
Chairman of the Board

L. C. Stowell
President

Fred D. Lehn
Treasurer

George A. Werner, Jr.
Secretary

Henry L. Junge
Controller

W. H. Hargreaves
Personnel Manager

*

Lillian Denton
Editor

Andrew Cerruti
Advisory Editor

*

Member of House Magazine Institute

★

Our Cover

Silky buds appear on gaunt branches of trees at this time of year . . . Spring, the season of awakening! But already splashing the woods and hills are the wide-awake dogwood, coloring dark corners with brilliant whites and pinks. 'Tis indeed the first promise of summer ahead—the happy promise which we hope our cover of dogwood will bring to mind. Photo is by Harold M. Lambert, Photographers, Philadelphia.

—ED.

In Memoriam

LOUIS B. ALLEN

It is with regret we record the recent death of Louis B. Allen, well-known member of our New York City Adding Machine Division.

Mr. Allen became associated with the Company as a Sales Representative in the Adding Machine Division in 1933 and held various positions in New York until 1946 when he became ill. His reputation as a cartoonist in the company will be remembered, as he furnished many drawings used on various occasions.

He will be greatly missed, and to members of his family we extend our deepest sympathy.

of such grades will show up in good service work out of our Joplin Branch.

San Diego

We are pleased to welcome O. A. McMahon, our new typewriter salesman. Mr. McMahon has had many years' experience with a competitive Company, and we are glad he is now selling our products rather than others. His hobby is golf and he talks a pretty good game, although we have not yet had the experience of making him prove himself in this line.

* * *

Bill Walsh, our typewriter and adding machine salesman, picked up the marbles on our local January sales contest. He won himself a Parker Pen and Pencil set which he claims will be used as follows "I use the pencil to figure the deal and the customer uses the pen to sign the order." We hope the pen requires a gallon of ink this year.

Chicago

Our office was saddened recently by the death of Mary C. Dunn, beloved wife of Joseph A. Dunn, of Typewriter Sales. As the former Mary Lawler, she was employed by the Chicago office during the "thirties." Her memory was honored by many employees of the Chicago region who attended the funeral.

* * *

Carl Sigward Widholm, veteran mountain climber and Sundstrand salesman, surprised the Chicago office with his recent marriage to Alice Marie Bovee, also of Chicago. He kept the engagement and ceremonies a secret, and caught us all with our guard down. Everyone extends hearty congratulations and best wishes.

* * *

The supply department welcomes Charlotte Mack, their new secretary.

* * *

Edmond Blazewicz, Mitchell Kolodziej, and Robert Bardeau have been to the Service School. They were trained on the Sundstrand Adding Machines, Electric Typewriters, and Sundstrand Accounting Machines, respectively.

* * *

We welcome back "Sandy" Sandberg who has been in the hospital for a serious operation.

* * *

E. W. LaTourette presented Bradley P. Bjork and S. W. Nafe of the Chicago office with fine brief cases as a prize for the best sales record in February.

Portland, Oregon

C. A. "Buck" Berry of our Accounting Machine Division made some outstanding history when as a result of selling our Sundstrand Tax Billing Machine to the Oregon State Bureau of Audit and the State Tax Commission, he was able to secure an order for Composite Tax Billing Machines in Clackamas County, replacing a punch card installation. Incidentally, George Longueville, formerly of our Pacific District office and now in New York, contributed much in the design of set up.

* * *

Guy Russell, formerly of our Phoenix, Arizona office, and for over a year in our Accounting Machine Division, recently had an exciting experience. Returning from southwest Oregon during the height of the February storms, his car skidded off the highway, and down a 150 foot embankment, through trees, a barbed wire fence and to the very brink of the Tualitan River where it hung on a stump in six feet of water. Despite his injuries, jammed car doors, and the blackness of the night, he managed to crawl out a window to the roof of the car and from there make his way up to the highway with his brief case containing an order for an *REA Composite Billing Machine.*

. . . BEGINS AT HOME

By R. K. ALLERTON, Jr.

Public Relations is always a timely and important subject. Public Relations is so broad that people are always trying to define it. Yet putting it simply, Public Relations is *good morals* and *good manners. Morals* are the ethical conduct of one's business or profession, and *manners* the intelligent presentation of this conduct to customers, employees, stockholders, competitors, and the general public. Therefore, everybody in any kind of a business is a Public Relations man or woman.

In Underwood, this means *you*. All of us, wherever we work or whatever we do, are members of the Public Relations organization of our company.

Public Relations cannot be put in a desk drawer or on a shelf for use only when it's needed. It is with us all the time. All we need to do is render a helpful service by doing a courteous, complete and honest job. In all our contacts with people, whether they be in person, over the telephone, or in a typewritten letter, if we act friendly and courteous, we are doing our Public Relations job.

Proof of good Public Relations is to have people say "Underwood Corporation is a good company to do business with". . . or, "I like to work for Underwood Corporation"...or, "I like to buy from Underwood Corporation" . . . or, "I like to sell to Underwood Corporation" . . . or, "Underwood Corporation is good competition" . . . or, "I like to compete with them because they do business honestly and on the square—maybe they are tough, but they are fair." *I like to do business with the Underwood Corporation.*

As we give more and more people reason to say these things about our company, we are doing a better Public Relations job. Everything anybody in our business does — the switchboard operator, the secretary, the president of the company, the salesmen and servicemen who make calls — everything everybody in the company does can always reflect one thing—*I like to do business with the Underwood Corporation.*

Public Relations begins with us. It's just plain old-fashioned common sense that if we get along well with each other and the people we do business with, we will continually have more people saying—*I like to do business with Underwood Corporation.*

THAT'S ALL THERE IS TO PUBLIC RELATIONS

SPEEDS THE UNDERWOOD WORLD'S BUSINESS

PRINTED IN U.S.A.